



**FOR IMMEDIATE RELEASE  
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**CITY OF VICTORVILLE AWARDED \$15,000 LET'S PLAY  
CONSTRUCTION GRANT FROM DR PEPPER SNAPPLE GROUP  
AND NATIONAL NON-PROFIT KaBOOM!**

**VICTORVILLE CA, August 14, 2017** – Dr Pepper Snapple Group (DPS) and national non-profit KaBOOM! awarded The City of Victorville a \$15,000 Let's Play Community Construction Grant that will be used to build a new playground at Schmidt Park.

The grant is part of Let's Play, an initiative by DPS to provide kids and families with the tools, places and inspiration to make active play a daily priority. Unstructured, child-directed play has proven to help kids develop physically, emotionally, socially and intellectually, yet today's kids have less time and fewer opportunities to play than any previous generation. As a result of Let's Play grants and projects, more than 6.5 million kids will benefit from new or improved playgrounds around the nation by the end of 2020.

"Park playgrounds are a key element in keeping our children active and healthy" said Janie Lynch, Recreation Manager for the City of Victorville. "The benefits are endless when kids have a safe place to play".

Funding from KaBOOM! and Dr Pepper Snapple Group will be used to construct a new playground at Schmidt Park, one of the oldest parks in Victorville. The existing apparatus is decades old and in need of replacement. More than 3,000 people visit Schmidt Park each month, and the majority of the visitors are children. The new playground will provide a place for them to play that is fun, inviting, and accessible.

Dr Pepper Snapple has committed more than \$35.5 million to Let's Play through 2019, impacting youth-serving organizations across the U.S., as well as Canada, Mexico and the Caribbean. Through Let's Play, Dr Pepper Snapple partners with two non-profit organizations, KaBOOM! and Good Sports, to build and improve playgrounds in underserved communities and provide grants



for sports equipment. In this way, Dr Pepper Snapple is doing our part to help eliminate the play deficit by making active play possible for more kids.

Since its launch in 2011, Let's Play has provided more than 10 million children with more opportunities to play via safe, accessible playgrounds and sports equipment. Moreover, by 2020 we will have engaged more than 80,000 volunteers from Dr Pepper Snapple, our partners and our communities in this effort.

Visit Let's Play at [www.LetsPlay.com](http://www.LetsPlay.com) to join the conversation and learn how to apply for the various available grants to make communities more active and playful.

#### **About The City of Victorville**

The City of Victorville is located in Southern California at the midpoint between Los Angeles and Las Vegas. Home to a diverse population of more than 122,000, Victorville is the leading city for both industry and retail in what locals refer to as the High Desert Region of San Bernardino County. The Community Services Department, through the Parks, Recreation, and Facilities Divisions, offers a wide range of opportunities for active play including 19 parks, 7 community centers, and a variety of organized sports and recreation programs. For more information visit [www.victorvilleca.gov](http://www.victorvilleca.gov) or [www.victorvillerec.com](http://www.victorvillerec.com). You can also follow the City of Victorville at [Facebook.com/CityofVictorville](https://Facebook.com/CityofVictorville) or [Facebook.com/VictorvilleRecreation](https://Facebook.com/VictorvilleRecreation)

#### **About Let's Play**

Let's Play is an initiative by Dr Pepper Snapple Group to provide kids and families with the tools, places and inspiration to make active play a daily priority. Through Let's Play, Dr Pepper Snapple partners with two non-profit organizations, KaBOOM! and Good Sports, to build and improve playgrounds in underserved communities and provide grants for sports equipment. In this way, Dr Pepper Snapple is doing our part to help eliminate the play deficit by making active play possible for more kids. Since its launch in 2011, Let's Play has provided more than 10 million children with more opportunities to play via safe, accessible playgrounds and sports equipment. For more information, please visit [LetsPlay.com](http://LetsPlay.com) or [Facebook.com/LetsPlay](https://Facebook.com/LetsPlay).

#### **About Dr Pepper Snapple Group**

Dr Pepper Snapple Group (NYSE: DPS) is a leading producer of flavored beverages in North America and the Caribbean. Our success is fueled by more than 50 brands that are synonymous with refreshment, fun and flavor. We have 6 of the top 10 non-cola soft drinks, and 13 of our 14 leading brands are No. 1 or No. 2 in their flavor categories. In addition to our flagship Dr Pepper and Snapple brands, our portfolio includes 7UP, A&W, Canada Dry, Clamato, Crush, Hawaiian Punch, Mott's, Mr & Mrs T mixers, Peñafiel, Rose's, Schweppes, Squirt and Sunkist soda. To learn more about our iconic brands and Plano, Texas-based company, please visit [www.DrPepperSnapple.com](http://www.DrPepperSnapple.com). For our latest news and updates, follow us at [www.Facebook.com/DrPepperSnapple](https://www.Facebook.com/DrPepperSnapple) or [www.Twitter.com/DrPepperSnapple](https://www.Twitter.com/DrPepperSnapple).

#### **About KaBOOM!**

KaBOOM! is the national non-profit dedicated to giving all kids – particularly those growing up in poverty in America – the childhood they deserve filled with balanced and active play, so they can thrive. Since 1996, KaBOOM! has collaborated with partners to build, open, or improve more than 16,700 playgrounds, engaged more than one million volunteers, and served 8.5 million kids. KaBOOM! creates great places to play, inspires communities to promote and support play, and works to drive the national discussion about the importance of play in fostering healthy and productive lives. To learn why #playmatters and why cities are embracing #playability: visit [kaboom.org](http://kaboom.org) or join the conversation at [twitter.com/kaboom](https://twitter.com/kaboom) or [facebook.com/kaboom](https://facebook.com/kaboom).

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